

The 4th International Scholars' Conference – Universitas Klabat

Paper 221 – Business and Governance

THE BALANCED SCORECARD IN ENHANCING PERFORMANCE OF SMALL MEDIUM ENTERPRISES (SMES), LEMBANG, INDONESIA

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ABSTRACT

The economy of Indonesia is being backed up by the Small Medium Enterprises (SMEs). SMEs has huge contribution to the livelihood of owners and individuals who are employed to this type of business. Balanced scorecard (BSC) is a tool that measures business operations as well as financial ones, for performance evaluation. The BSC provides management with a set of measures that give a fast comprehensive view of the business. The result showed that the four perspective of Balanced Scorecard, financial perspective, customer perspective, internal business process perspective, and learning and growth have high contribution in enhancing performance, profitability in particular.